

CLAIMS

What is claimed is:

1. A method for advertising a business comprising the steps of
 - a. disposing advertising on a cover of an apparatus for hands-free holding of an article to a hat, wherein the apparatus comprises:
 - 10 i. a substantially stiff lower clamp for attaching to a hat comprising a bill and a crown that covers the head of a user, wherein the substantially stiff lower clamp comprises:
 1. a shape contoured to match the juncture of the bill with the crown; and
 - 15 2. a first lower planar surface with serrated teeth designed to grip the underside of the bill and an upper planar surface to provide grip support integral with the first planar surface, also oriented approximately parallel to the first planar surface and adapted to removably attach to the bill;
 - 20 ii. a substantially stiff upper clamp integrally secured to the first planar surface, and wherein the substantially stiff upper clamp comprises a base engaging two arms, wherein an inner arm slides inside the crown one side resting alongside the head of the user and the other side resting against the inside of the crown, the surface of which has serrated teeth to hold the hat
 - 25 and an outer arm that is substantially parallel to the inner arm and is in a spaced apart relationship to the inner arm to removably attach to the crown;
 - iii. a spring fixedly secured to the base of the outer arm and extending away from the base substantially parallel to and creating a spaced relationship
 - 30 from external side to removably secure an article; and

- 5 iv. a soft outer clamp secured to the spring for additionally holding the article;
- b. wherein the advertising is selected from the group consisting of a printed corporate name, a printed corporate logo, an advertising label, a printed slogan, a printed artwork, a label comprising artwork indicating origin of a good or service, and combinations thereof.
- 10 2. The method of claim 1, wherein the lower clamp is a member selected from the group consisting of metal, coated metal, rigid plastic, urethane and combinations thereof.
3. The method of claim 1, wherein the upper clamp is a member selected from the group consisting of metal, coated metal, rigid plastic, rubber, foam, polyurethane and combinations thereof.
- 15 4. The method of claim 1, wherein the planar surfaces of each clamp is connected together by mechanical means.
5. The method of claim 1, wherein the left and right clamps are adapted to attach to each side of the hat and hold an external device symmetrically.
6. The method of claim 1, wherein the upper clamp comprises a curvilinear shape.
- 20 7. The method of claim 1, wherein the inner arm comprises a shape of the contour of the head of a user and the outer arm comprises a shape of the contour of the hat.
8. The method of claim 1, wherein the lower clamp and the upper clamp are connected with a rigid mechanical connection or a flexible hinge.
9. The method of claim 1, wherein the spring is a plastic spring or a steel spring.
- 25 10. The method of claim 1, wherein the bill of the hat is a stiff protrusion from the portion of the hat that covers the head of a user.
11. The method of claim 1, wherein the soft outer clamp further comprises a cover.
12. The method of claim 1, wherein the cover has teeth disposed on the side and said cover is

5 made from a soft, foam-like material adapted to engage an external device.

13. The method of claim 1, wherein the base comprises a shoulder to engage snugly the outer cover.

14. The method of claim 1, wherein the soft outer clamp includes indicia selected from the group consisting of advertising, trademarks, identifying marks, ornamental structure,
10 designs, patterns and artistic representations.

15. The method of claim 1, wherein the method further comprises the step of using a clear or opaque material for the cover and then printing indicia for advertising on the cover.

16. The apparatus of claim 1, wherein the indicia is selected from the group consisting of advertising, trademarks, identifying marks, ornamental structure, designs, patterns and
15 artistic representations printed on or attached to the stiff lower clamp.

17. The method of claim 1, wherein the method further comprises the step of adding battery operated miniature lights on the cover to advertise the product or service.

18. The method of claim 1, wherein the method further comprises the step of adding a battery operated miniature display sign to the cover to advertise the product or service.

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